



Mohammed Ali Ahmed

Mr Mohammed Ali Ahmed is the Chief Strategy Officer and Executive Director at EFU Life Assurance Ltd. He is an Actuary with 26 years of life insurance experience, starting from a trainee position and reaching up to the senior executive management level over this time. Ali joined EFU Life in June 2002 and prior to this he was part of the Actuarial Department of State Life Insurance Corporation from 1994 to 2002.

Ali is currently responsible for enterprise level strategy at EFU Life and works closely with the CEO and the Board of Directors to define, assess and implement strategies in all business areas of the Company. He is directly responsible for diverse areas within the company including Actuarial Services, Change Management, Product Innovation, Investment Fund management and Digital/Mass Market/Alternative Distribution Channels.

Ali has, in the recent years, spearheaded the inclusive insurance strategy in EFU Life and is closely engaged with the regulators as part of the National Financial Inclusion Strategy. He is an expert in identifying new market segments and creating partnerships with the various enablers of the inclusive insurance ecosystem such as MFIs/MFBs, telcos, branchless banks, payment platforms, Fintech and Insurtech players.

Ali has been actively associated with the Insurance Association of Pakistan, Institute of Chartered Accountants Pakistan, Pakistan Society of Actuaries, Pakistan Insurance Institute, the regulator as well as various international organizations (such as GIZ, German government's social development arm) over the last many years as part of various committees and working groups with regard to insurance laws and industry initiatives and innovation. He has presented in many local and international conferences/seminars/workshops on diverse topics on insurance, risk management, distribution channels, technology, and change management as well as social and economic development.